

Message Text

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ACTION EA-09

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E.O. 11652: N/A

TAGS: OGEN CH

SUBJECT: CINDERELLA IN PEKING

REF: (A) PEKING 144352, (B) PEKING 1200

1. WE NEED NOT TELL YOU THAT CINDERELLA IS AN OUT-
STANDING FILM, BUT FEEL YOU WOULD LIKE TO KNOW HOW
SUCCESSFUL WERE ITS SHOWINGS IN PEKING.
2. IT WAS FIRST SHOWN ON JULY 17 TO AN INTERNATIONAL
CHILDREN'S AUDIENCE OF OVER 300 AND WAS AN ENORMOUS
SUCCESS.
3. ON JULY 24 WE HELD A SHOWING FOR OVER A HUNDRED
CHINESE (USLO LOCAL EMPLOYEES, DIPLOMATIC SERVICES
BUREAU OFFICIALS AND WORKERS, ETC.) AS A TOKEN OF
OUR APPRECIATION FOR THEIR CONTRIBUTIONS TO THE SUC-
CESS OF OUR BICENTENNIAL CELEBRATIONS. THE FILM
WAS VERY WELL RECEIVED, THE ANIMAL SEQUENCES ESPECIALLY,
AS WAS EVIDENT BY FREQUENT CHUCKLES AND GIGGLES AND
EVEN OCCASIONAL GUFFAWS.
4. WE SELECTED THREE SHORT SUBJECTS FOR THE ABOVE
SHOWINGS: "THE KITE", "JUMP ROPS", AND "TURNED ON."
KITE HELD THE INTEREST OF SLIGHTLY OLDER CHILDREN AND

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WAS CONSIDERED A THOUGHTFUL PIECE. JUMP ROPE WAS

ESPECIALLY APPROPRIATE IN THAT IT CONTAINS A LENGTHY CLOSE-UP OF AN ORIENTAL-AMERICAN AND BECAUSE JUMPING ROPE IS A HIGHLY POPULAR DIVERSION HERE. THE MUSIC AND ACTION OF TURNED ON MADE IT EASILY THE MOST POPULAR OF THE THREE SHORTS SHOWN.

5. THE TREATMENT OF "LIGHT" WAS CONSIDERED TOO MATURE FOR OUR YOUNG CINDERELLA AUDIENCE, BUT WAS SHOWN TO AN ADULT DIPLOMATIC COMMUNITY AUDIENCE PRIOR TO "CHISUM." IT WAS ENTERTAINING - TO SOME, MORE ENTERTAINING THEN CHISUM.

6. "RODEO", "SQUIGGLE", AND "ORFEO" WERE JUDGED TOO SOPHISTICATED OR TOO LENGTHY (RODEO) FOR OUR AUDIENCE AND WERE NOT SHOWN.

7. "200" WAS PLANNED FOR A SHOWING TO ADULTS WHICH WAS CANCELLED DURING THE CHU TEH MOURNING PERIOD.

8. WE ARE ENCOURAGED BY THE ENTHUSIASM WITH WHICH THE ANIMATED CARTOON FEATURE AND THE SHORTS WERE RECEIVED AND TRUST THAT IMV/C IS EQUALLY PLEASED. WE WOULD LIKE TO INVESTIGATE THE POSSIBILITY OF SIMILAR SHOWINGS IN OCTOBER AND AGAIN AROUND CHRISTMAS TIME. (WE HAVE IN MIND SNOW WHITE AND THE SEVEN DWARFS, PINOCCHIO OR FANTASIA.)

9. OUR THANKS TO IMV/C FOR YOUR OUTSTANDING SUPPORT. WE OWE A GREAT DEAL TO THE OUTGOING FRANK SCOTTON AND LOOK FORWARD TO WORKING CLOSELY WITH LARRY DAKS.
GATES

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